

Communication

Beat the Heat Podcast

Persons who work outside are at risk for heat-related illnesses. Dr. Kelly Loring discusses the symptoms of heat-related illnesses and how they can be prevented.

Created: by CDC, MMWR.



How Colorado Develops Preparedness with Diverse Populations

This article in *Emergency Management* describes the strategies, barriers, and lessons learned by the Colorado Department of Public Health and Environment in providing preparedness and response to all residents of the state.

Homeland Security in Real-Time: The Power of the Public and Mobile Technology

Andrew Heighington, special assistant to the Assistant Secretary of Defense for Homeland Defense and America's Security Affairs, argues that the US government should explore options to engage the public by better leveraging the widespread use of smart phones and mobile technology.

Northport Housing Authority Educates Residents on Preparedness

"Acting upon a directive from the Department of Housing and Urban Development (HUD), I created what's called the REAC Disaster Awareness Day," said Ruby Burton, Executive Director of Housing and Community Education and Outreach. "We are required to provide a safe environment for our residents. We needed participation from all of the residents. So we organized a family-day barbeque with fun activities for the kids." REAC/Disaster Awareness Day is held once a year. On this day, residents are made aware of the purpose of the REAC and what to do in preparing for disasters.

CDC Reflects on Success of Zombie Preparedness Social Media Campaign

Last month CDC's "zombie preparedness" social media campaign cost \$87.00 but had a marketing impact of \$3.3 million. The blog, Facebook page, Twitter and widgets created an opportunity to discuss preparedness to real emergencies with a wide audience.



Image: Maggie.Smith/freedigitalphotos.net
Image: CDC Public Health matters Blog, May 16, 2011, Preparedness 101: Zombie Apocalypse

OPHP Update

Preparedness for Homebound Older Adults

OPHP and Office of Services to the Aging recently completed the outreach project that began in December 2010. The project involved hosting preparedness conferences for nutrition providers (mainly meals on wheels agencies) and Area Agencies on Aging (AAA).

The nutrition provider conference was held on July 7, 2011. The morning session focused on personal preparedness, continuity of operations, and collaboration with volunteer organizations, local emergency managers and emergency preparedness coordinators. An afternoon tabletop exercise encouraged participants to assess how prepared their agencies are to handle an emergency.

The AAA conference was held on July 14 and 15. The 16 agencies from across the state were exposed to the principles of emergency management by presenters, Anthony P Katarsky, and 1st Lt. Ralph J. Hobrat from MSP, Emergency Mgt. & Homeland Security Division, and Jason Nairn, Emergency Management Coordinator, MDTMB. This training covered AAA Continuity of Operations Plan (COOP) development and AAA Disaster Preparedness and Response Plan development.

Supplemental material for each of the conferences was distributed on a CD created by OPHP (viewable online at <http://mdch.train.org/conferences/nutrition/>).

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Read the Next *Guardian* Issue!
August 12, 2011

Surveillance & Epidemiology

Investigation Update: Outbreak of Shiga toxin-producing *E. coli* O104 (STEC O104:H4) Infections Associated with Travel to Germany

CDC confirmed [six cases](#) of STEC O104:H4 infections in the US, including one death in Arizona. The individual had recently traveled to Germany.

Department Warns of Sharp Increase in *Campylobacter* Infections

The Wyoming Department of Health has reported a four-fold increase in [Campylobacter infections](#) from previous years. Animal related-illness is the most common cause of the infections.



Manual for the Laboratory Diagnosis and Virological Surveillance of Influenza

The World Health Organization has issued a [new publication](#): the Manual for the Laboratory Diagnosis and Virological Surveillance of Influenza. A PDF of the manual is available online.

Homeland Security

Nation's Fight against Cyber Intruders Goes Local

An explosion in threats against the nation's cyber networks has led the Pentagon to develop a [cyber war strategy](#).

Implementing 9/11 Commission Recommendations

Seven years after the release of the 9/11 Commission report, Secretary of Homeland Security Janet Napolitano recently released a Department of Homeland Security (DHS) [report](#) highlighting the significant progress that DHS, along with its many partners, have made in fulfilling specific recommendations by the 9/11 Commission to build a country that is stronger, safer and more resilient.

Al-Qaida's recruiting cartoon for kids

An Al-Qaida affiliate says it plans to roll out what some have called a Disney-like animated cartoon aimed at [recruiting children](#). Scenes from the proposed short film show young boys dressed in battle fatigues and taking part in raids, killings and terror plots.

Research

US University Response to H1N1: A Study of Access to Online Preparedness and Response Information

The University of St. Louis recently conducted a [study](#) of 51 universities' Web sites during the 2009 H1N1 pandemic and found no consistent guidelines for effective online communications. Resources, when available, were widely varied in the information included and their intended audience.

Dengue Virus Infections among Travelers Returning from Haiti --- Georgia and Nebraska, October 2010

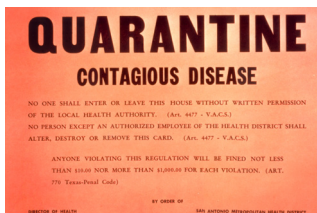
Last week's Morbidity and Mortality Weekly Report reported the results of a retrospective study on a group of [missionaries](#) returning from Haiti last October, several of whom were infected with Dengue. CDC recommends pre-travel counseling for individuals traveling to areas where dengue is endemic.

During the summer 2009 outbreak of “swine flu” in Scotland what respiratory pathogens were diagnosed as H1N1/2009?

Researchers in *BMC Infectious Diseases* studied the accuracy of the 2009 H1N1 pandemic [influenza clinical diagnosis](#) in Scotland. They analyzed 3247 laboratory samples that were sent to be tested between April and July of 2009. All patients had been clinically diagnosed with 2009 H1N1 pandemic influenza and a full respiratory screen was performed in the laboratory. The research showed of the samples tested 27.9% were other respiratory pathogens. 8.9% were rhinovirus, 4.1% were parainfluenza-3, 1.9% were parainfluenza-1, and 3.5% were adenovirus. The full study is available online.

Analysis of CDC Social Control Measures using an Agent-Based Simulation of an Influenza Epidemic in a City

In *BMC Infectious Diseases* researchers utilized a mathematical model to test the effectiveness of non-pharmaceutical interventions on an influenza outbreak. The researchers used an Individual Space-Time Activity-based Model to simulate the effectiveness of social distancing (refraining from social activities), school closure, and quarantine. The data showed that social distancing was the least effective measure with quarantine being the most effective measure. However, the researchers note that combining quarantine and school closure provided the most overall benefit. The full study is available [online](#).



Effectiveness of a MF-59TM-Adjuvanted Pandemic Influenza Vaccine to Prevent 2009 Influenza A/H1N1-Related Hospitalization

Researchers published a study in *BMC Infectious Diseases* studying the effectiveness of [adjuvanted pandemic vaccines](#) during its first ever wide-spread use. They selected individuals less than 60 years old with underlying medical conditions who had been hospitalized with laboratory confirmed 2009 H1N1 pandemic influenza between November 16, 2009 and January 15, 2010. They then performed logistical regression to estimate vaccine effectiveness. The research showed 22% of cases were vaccinated seven days before symptom onset. The vaccine effectiveness was estimated at 19%. When the researchers confined the cases to severe underlying conditions, the vaccine effectiveness increased to 49%. The researchers concluded that a more effective vaccine needs to be found. The full study is available online.

Monitoring the Level of Government Trust, Risk Perception and Intention of the General Public to adopt Protective Measures during the Influenza A (H1N1) Pandemic in the Netherlands

In *BMC Public Health*, researchers analyzed the change of government trust, risk perception, and protective measure adoption in the Netherlands. They conducted telephone surveys of 8060 people between April and November of 2009. The telephone surveys were repeated three times throughout the time period. The research showed trust in the government was high but decreased over time. They found fear and worry were the most likely motivators for people to accept preventative measures. The full study is [available online](#).

Successive Influenza Virus Infection and *Streptococcus pneumoniae* Stimulation Alter Human Dendritic Cell Function

Dendritic cells form part of the immune system in humans. Researchers in *BMC Infectious Diseases* studied the [effect of influenza](#) and pneumonia infection on their function. They used dendritic cells derived from human monocyte culture and challenged them in vitro with both influenza virus

and pneumonia bacteria. Research showed that dendritic cell function was affected but only at a certain time interval between the influenza infection and pneumonia infection. They found that 6 hours between infections of both pathogens produced the altered dendritic cell function.

National News

National Preparedness Month – September 2011

September is [National Preparedness Month](#). The theme will be: A Time to Remember, A Time to Prepare; with the goals to honor our first responders, encourage community service and reaffirm the shared responsibility of preparedness.

FDA Approves Vaccines for the 2011-2012 Influenza Season

On Monday the Food and Drug Administration announced that it had approved the [2011-2012 influenza vaccine](#) formulation for the six licensed vaccine manufacturers in the US. The strains selected for this flu season are: A/California/7/09 (H1N1)-like virus (pandemic H1N1 2009 influenza virus), A/Perth/16/2009 (H3N2)-like virus and B/Brisbane/60/2008-like virus.



Emergency Preparedness: Agencies Need Coordinated Guidance on Incorporating Tele-work into Emergency and Continuity Planning

The Government Accountability Office released a report today with several recommendations for [incorporating tele-work](#) into agencies' emergency or continuity planning.

The Inadequate US Response to a Major Security Threat: Climate change

This article describes the huge expenditures that have been made in response to security threats such as weapons of mass destruction, terrorist attacks and economic crisis. While the US military has recognized the threat of [climate change](#), there has been relatively little governmental expenditure to prevent or mitigate its effects.

9/11 10 Years Later

To commemorate the ten year anniversary of the September 11 attacks, the Naval Postgraduate School Center for Homeland Defense and Security will host ten special posts on its Homeland Security Digital Library blog. The first entry on Terrorism, Terrorists and Threats can be found [online](#).

Small Business Administration and American Red Cross Announce Agreement for Disaster Preparedness

The U.S. Small Business Administration and the American Red Cross have joined forces to intensify [outreach efforts](#) to educate the public about the importance of having a disaster recovery plan in place. "Studies show that between 15 [and] 40 percent of businesses fail following a natural or man-made disaster," said Gail McGovern, president and CEO of the American Red Cross. The core of the SBA-Red Cross agreement is to work with SBA District Offices and its resource partners such as SCORE, the Small Business Development Centers and the Women's Business Development Centers to promote and sponsor preparedness training workshops.



National Security/Readiness

On November 9, 2011 at 2 pm, government officials will conduct the first ever test of the [national emergency alert system](#). The test will include broadcast radio and television stations, cable TV, satellite radio, as well as wire line video service providers in all fifty states, Puerto Rico, the U.S. Virgin Islands, and American Samoa. The Federal Emergency Management Agency (FEMA) will work with the Federal Communications Commission (FCC) to conduct the test, and the two organizations say they have announced it so far in advance because they want all partners and especially the public to be aware of this test, what it means, and have plenty of time to prepare.

TSA Introduces New Technology to Protect Privacy

The [new software](#) is designed to recognize items on the passenger that could pose a security threat.

Lesson Learned From 2011's Deadly Tornado Season

More than 1200 tornadoes ripped through the U.S., high-resolution satellite images illustrated the story of the destruction in painful detail. [Analysis](#) also provided insight into the specific behavior of the storm system, where it started, the time it started, how wide it got, whether there were one or more vortices. The St. Johns Hospital in Joplin, an engineered building, stayed intact, but three school buildings collapsed.

Tools & Resources

FDA, Federal Partners Develop Tools for Food-Emergency Readiness

Yesterday the federal government released the [Food Related Emergency Exercise](#) Boxed (FREE-B) set, a compilation of five web-based scenarios designed to prepare stakeholders to respond to food-related emergencies such as a human health emergency caused by intentional contamination.

Compendium of Disaster Preparedness Programs (2011-06)

This contains brief [descriptions](#) of all federal disaster preparedness programs by agency.

South Dakota Governor Unveils Rural Emergency Healthcare Mobile Training Program

Healthcare practitioners in rural areas of South Dakota will now have free access to emergency training through [Simulation in Motion-South Dakota](#) (SIM-SD). The SIM-SD program uses training dummies which imitate injuries and illnesses to allow medical professionals to practice diagnosis and triage.

Appendix I: Discovery has been Revised

The Federal Emergency Management Agency (FEMA) has developed a [revised version](#) of Appendix I of FEMA's Guidelines and Specifications for Flood Hazard Mapping Partners. This Appendix will replace the April 2003 version of Appendix I that contained the Project Scoping Toolbox and the guidance for Scoping and Pre-Scoping activities. The June 2011 version of Appendix I contains the guidance for conducting Discovery. Discovery is the process to be applied by FEMA Regions, Cooperating Technical Partners, and other Mapping Partners in performing initial activities in a watershed of interest that may lead to a Risk MAP project being initiated.

Training & Events

Conference Materials Posted: Chemical Sector Security Summit for U.S. Department of Homeland Security

The 2011 Chemical Sector Security Summit Web site has been updated to include an [overview of the 2011 summit](#) and presentation materials. The 2011 Chemical Sector Security Summit held July 6-7, had a vast array of session topics including highlights of DHS Voluntary Programs and Resources, a CFATS and Ammonium Nitrate Update, Theft and Diversion, Securing the Global Supply Chain, Control Systems Security, PS-Prep, Suspicious Activity Reporting, and Personnel Surety, to name a few.

Abstracts Being Accepted: 2012 Public Health Preparedness Summit

The 2012 [Public Health Preparedness Summit](#) will take place February 21-24, 2012 in Anaheim, CA. Abstracts are now being accepted until Friday, August 19, 2011 for pre-conference workshops, interactive panel sessions, informal sharing sessions and poster presentations..

Syndromic Surveillance 101: Online Training Modules

The International Society for Disease Surveillance, Tufts University School of Medicine, and Tufts Health Care Institute have created an [online course](#) in syndromic surveillance. This program is designed to increase knowledge and foster collaboration between public health and clinical practitioners new to syndromic surveillance. The courses are free and divided into four one-hour self-paced modules. The modules consist of narrated slides and are accompanied by a post-test and evaluation.

Webinar: Incorporating the Cultural & Linguistic Needs of Individuals with Limited English Proficiency in Disaster Preparedness

August 9, 2011, 2:00-3:00pm EDT

Webinar: <https://www.livemeeting.com/cc/communique/join>

Meeting ID: 080911

Password: CDC

The challenges of meeting the health care needs of individuals with Limited English Proficiency (LEP) are often magnified during disaster response. This session will provide background and recommendations how emergency responders should address the cultural and linguistic needs of individuals with LEP, highlight best practices and strategies for successfully reaching LEP growing populations in a major disaster, and discuss national, state, and local advocacy efforts related to emergency preparedness and the response planning process for meeting the needs of their LEP patients and communities following natural and man-made disasters.

Webinar: Incorporating Ethics into Emergency Planning and Response to Ensure Health Equity

August 23, 2011, 2:00-3:00pm EDT

To register, click [HERE](#).

This seminar will focus on the incorporation of ethics into emergency planning and response to promote health equity. A local jurisdiction's approach to the development of an ethics framework will be highlighted, and an example of equitable distribution of vaccine with hospitals and culturally-specific communities will be described. This Webinar will be close captioned for those persons who are Deaf or hard of hearing.

Date/Time	Event	Location
August 9-11, 2011	National Conference on Health Communications, Marketing, and Media The Fifth Annual National Conference on Health Communications, Marketing, and Media brings together academics, public health researchers, and practitioners from Federal and state government and the private sector, and provides a forum for collegial dialogue within and across these disciplines. The conference provides an excellent opportunity to meet with colleagues and shape the future of health communications, marketing, and media practice. Sponsors: Office of the Associate Director for Communication, CDC; SAMHSA; National Cancer Institute; and National Public Health Information Coalition.	Omni Hotel Atlanta, GA
August 10-11, 2011	Community Health Resilience Summit 2011: Information Exchange for Situational Awareness and Optimal Decision-Making The Summit will highlight needs, current initiatives and capabilities to develop the information exchange and situational awareness capabilities necessary to enhance community health resilience with the goal of identifying synergies and areas of cooperation that can lead to an approach that can be applied nationwide. A major focus of the Summit is to highlight current best practices, approaches, tools, technologies and activities that can be leveraged to develop an interoperable system that is readily scalable to meet the requirements of multiple local, state and federal government, private sector and non-profit stakeholders.	Washington, DC
August 11-12, 2011 Application Deadline: July 5, 2011	Health Impact Assessment Training Opportunity. Application Deadline: July 5, 2011 The Michigan Department of Community Health is accepting applications to attend a free Health Impact Assessment (HIA) training for public health professionals and planners. The training is designed to bring together public health professionals and city/county planners to learn how to use HIA methodology to determine the health impacts of projects and policies. MDCH is encouraging teams of two to four individuals including at least one person from the local health department and one from the community's planning department to attend together so that each discipline can share its perspective, and relationships can be built between planning and public health. For more information or to apply: www.michigan.gov/climateandhealth	R.A. MacMullan Conference Center Roscommon, MI
August 15-15, 2011	Free CERC Training CDC's 1-1/2 day course provides valuable instruction for those who will perform crisis and risk communication and media relations in the event of a public health emergency. Participants learn how to systematically plan, develop, implement, and evaluate crisis and emergency risk communication activities. Registration is required. Limited scholarships are available for travel and lodging.	CDC Headquarters, Atlanta, GA

Date/Time	Event	Location
August 16, 2011 8am-5:pm, EDT	<p>Animal Disease Response Training AWR 206</p> <p>Register: https://www.agpreparedness.org/</p> <p>Responders play a critical role in containing and recovering from an animal disease outbreak by assessing the local emergency, assisting in response efforts, coordinating resources, and assuring that all components of the response are carried out quickly and accurately to prevent further contamination. Animal Disease Response Training provides the critical information needed to minimize the affects of an animal disease outbreak on your community. Sponsored by Michigan Department of Agriculture and Rural Development, County of Allegan Health Dept, and Kirkwood Community College (Cedar Rapids, IA), This course is targeted toward:</p> <ul style="list-style-type: none"> •Agriculture Producers and Workers •Law Enforcement/Firefighters •Veterinarians •Emergency Medical Services •Emergency Management Personnel •Public Health Officials •Elected Officials <p>Participants will learn the importance of preparing for a potential outbreak and be trained on the concepts of:</p> <ul style="list-style-type: none"> •Biosecurity and Quarantine •Personal Protective Equipment •Euthanasia and Disposal •Cleaning and Disinfection 	Allegan, MI



Mailing Address:
Office of Public Health Preparedness
Capitol View Building - 201 Townsend Street - Lansing, MI 48913
(517) 335-8150 — <http://www.michigan.gov/ophp>



This publication is supported by Cooperative Agreement Number 5U90/TP517018-09 from the Centers for Disease Control and Prevention (CDC). Its contents are solely the responsibility of the authors and do not necessarily represent the official views of CDC.